(SWOT Analysis) 1
- 2
- 9
11
15
( ) 16
17
(Strategy map) 18
. .2554
1 19
2 21
3 22
4 23
5 24
25
. . 2554 27

1.
2.

3.

4. –
5.
6.

(SWOT Analysis)

(Internal Environment)

(strength)

1.
2.
3.
4.
5.
6.
7.

1.
2. ( )
3.
4.

1.

2.
3.
4.
5.

1.
2.

3.

4.
5.

1.
2.
3.
4.

(Weakness)

1.

2.

3.

4. (. . .)

5.

1.

2.

3.

4.

5.

1.

2.

3.

4.

1.

2.

3.

1.

2.

3.

4.

5.

6.

7.

(External Environment)

(Opportunity)

1.

2.
3.
4.
5.
6.

1.

2.
3.
4.
5. (.)

1.

2.

3.
4.

1.
2.
3.

1.
2.

(Threats)

1.
2.
3.
4.

1.
2.

1.
2.

1.

1.
2.

-

1.	1.1	1.1.1 **1.1.2**
2.	2.1	2.1.1 2.1.2 2.1.3 2.1.4 **2.1.5**
3	3.1	3.1.1 3.1.2

4.	4.1	4.1.1 4.1.2
	4.2	4.2.1
5.	5.1	**5.1.1** ( ) 5.1.2 – ( ) 5.1.3 / ( ) 5.1.4

-

. . 2554 – 2558

1

1. 1 **(**. . . / .)
2. (. . .)
3. (. . .)
4. (. . .)
5. **(** ./ . . .)
6. **(**. . .)
7. (. . .)
8. / / (. . .)
9.
10.
11. ( )
12. **(**. . .)
13. (. . .)
14. (. . .)
15. (. . .)
16. (. . .)

17. Visiting Professor / / / (. . .)
18. (. . .)

2.

1. ( )
2. **(**)
3.
4. (Citation) Refereed journal
(. . .)
5.
6. (. . .)
7. (. . .)
8. /
(. . .)
9. / /
(**53) (**. . .)

3

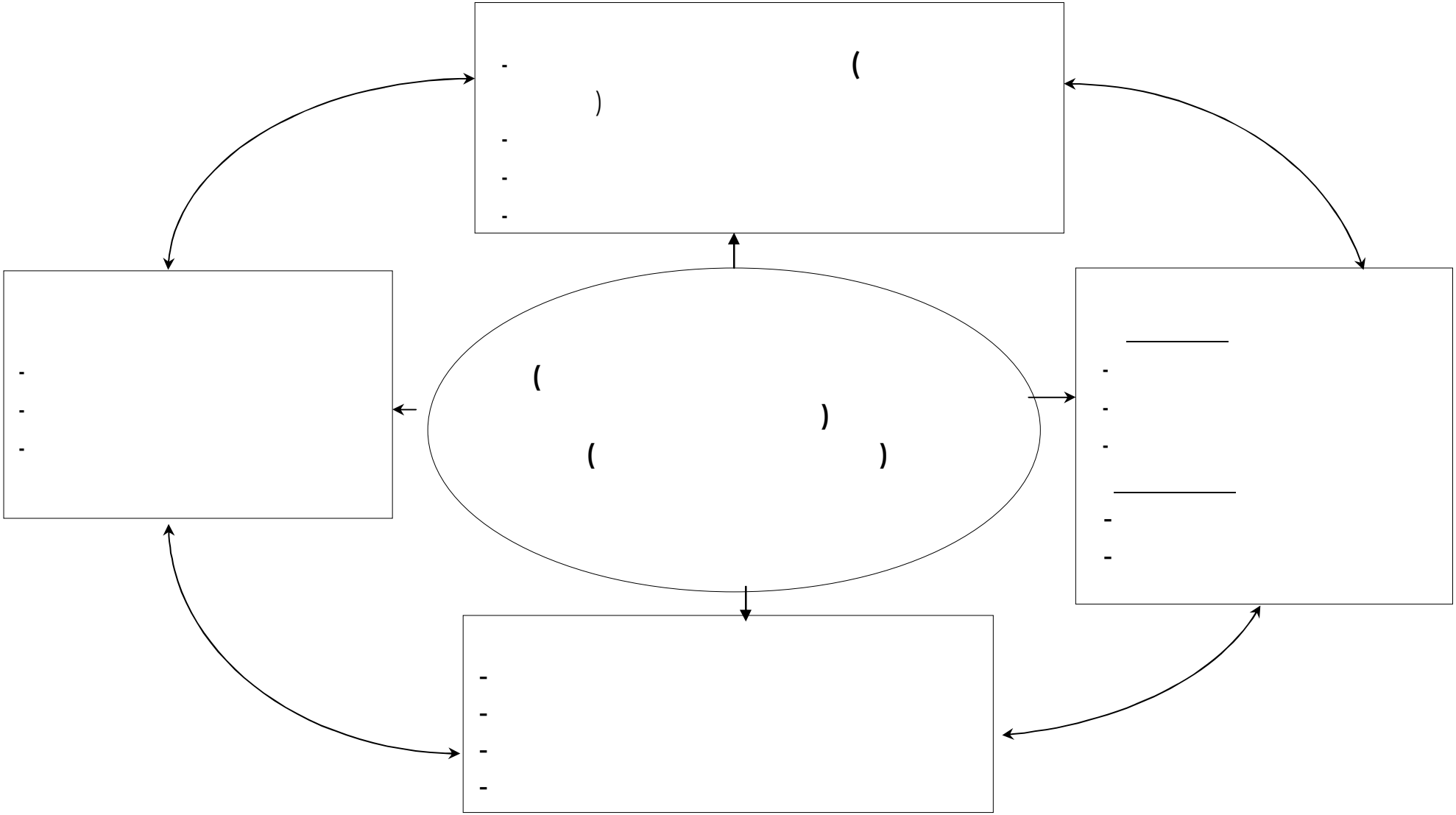
1. ( )
2. ( )
3. (.)
4. (. . .)
5. / / (.)

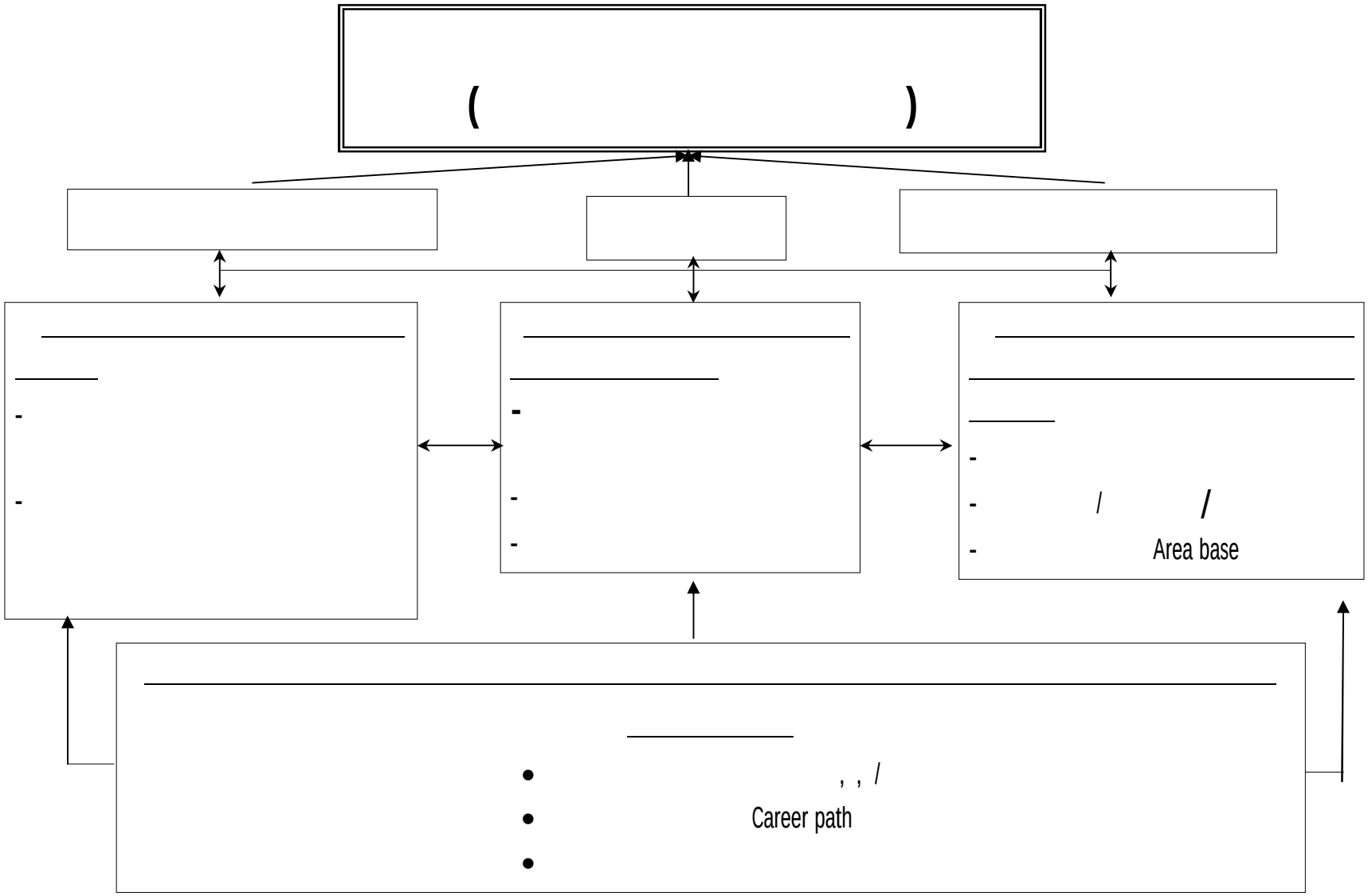
4

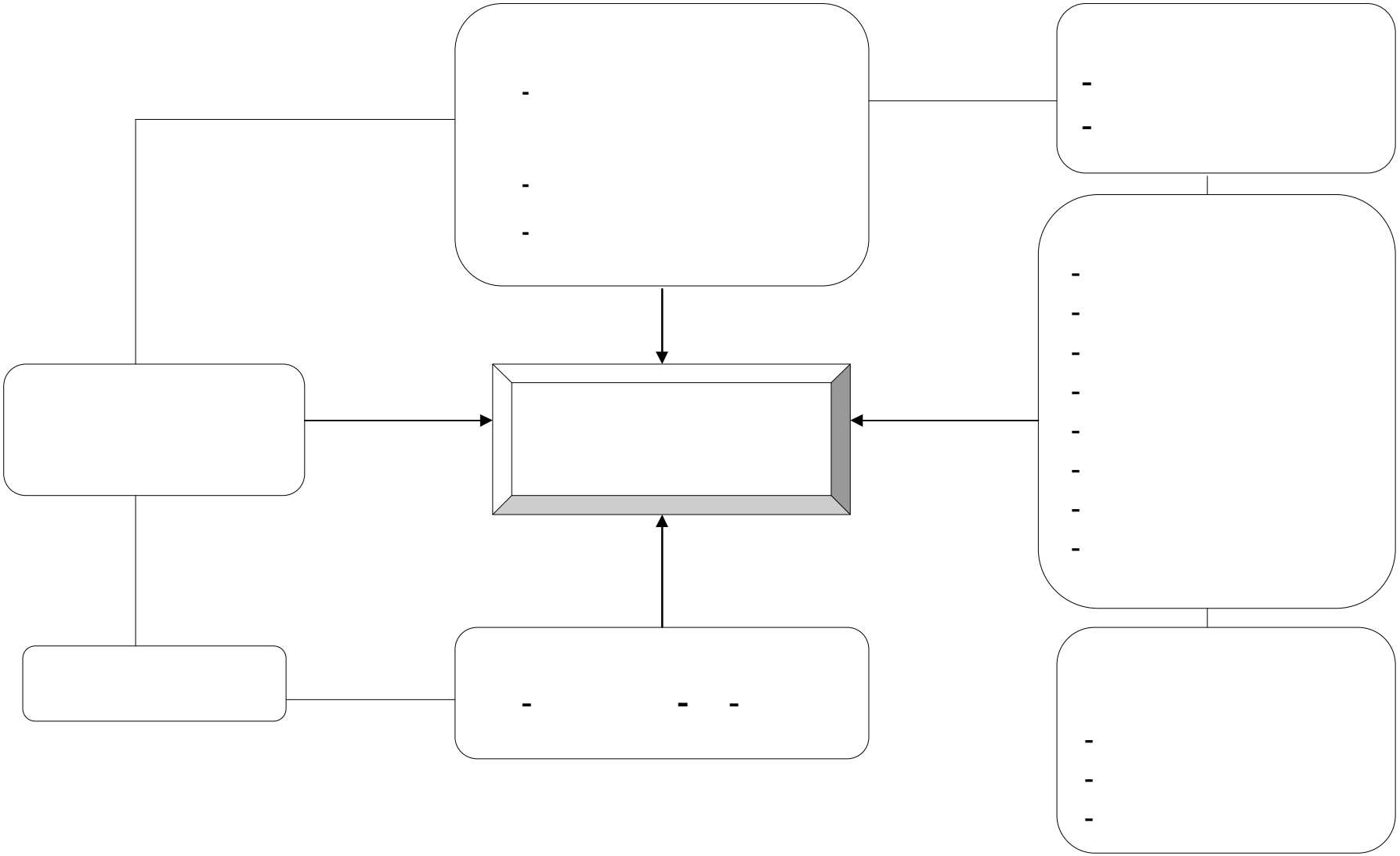
1. ( )
2. - ( )
3. ( )
4. (. . .)
5. ( )
6. ( )
7. ( )

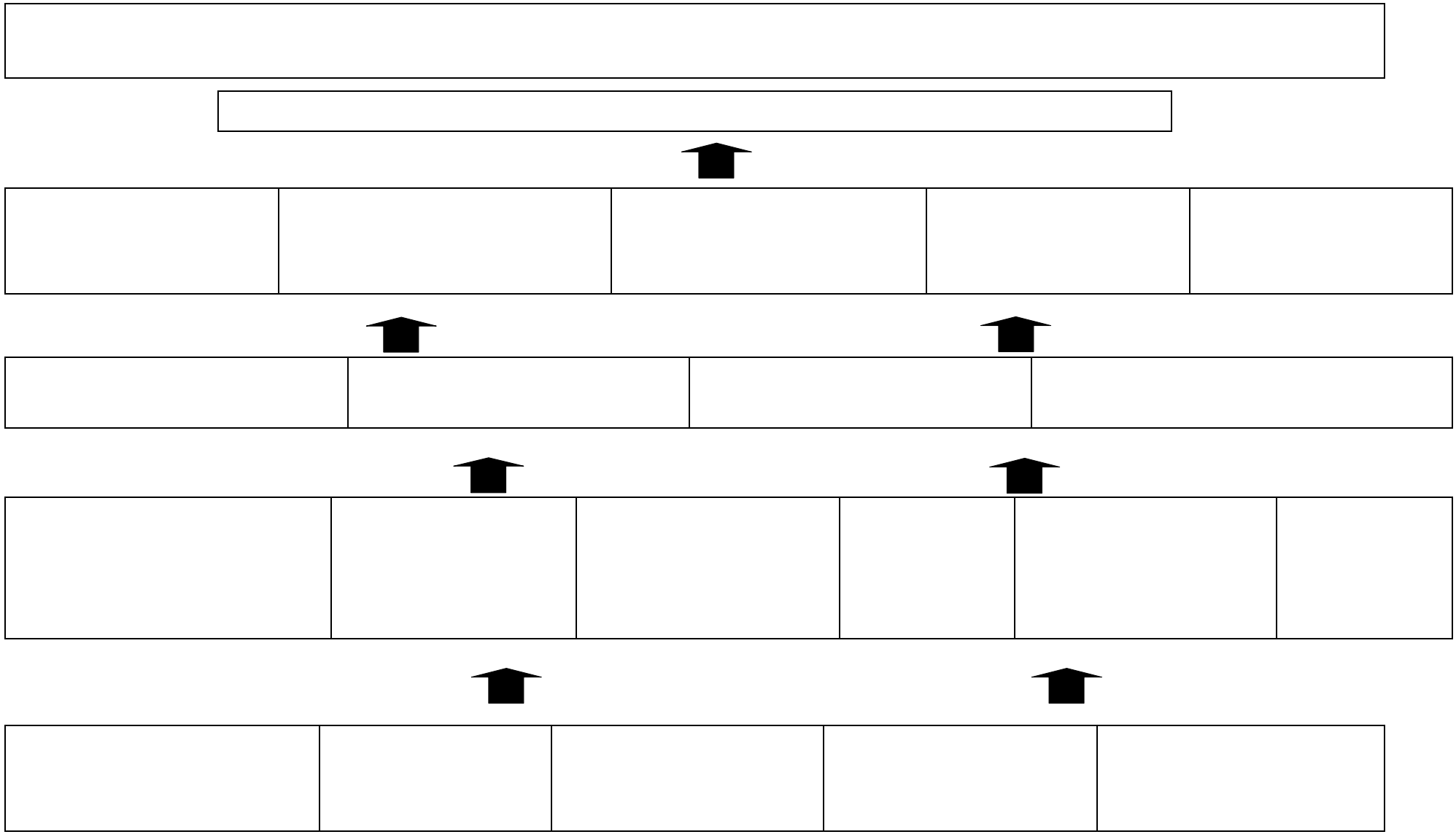
5

1. (./ .)
2.
3. ( ) (. . .)
4. (. . .)
5. (. . .)
6. (. . .)
7. (. . .)
8. (. . .)
9. (. . .)




(
)
-
-
-
-
-
-
/
/
Area base
, , /
Career path





1

							/	(0)	(S)
		51	52	53	54				
1.1.	1. 1	**63.4**	**70**	**82.5**	**85**	**111**	-		
	2. (. . .)	88.8	66.7	70	75		(.)		
	3. (. . .)	74.4	74.5	85	85		-		
	4. (. . .)	67.87	57.22	NA	70		. (.)		
	5.	20:77	45:55	25:75	26:74		– 2554		
	6. ( )	-	-	-	85		– 2554		

		51	52	53	54		/	(0) (S)
	7.	-	-	-	70		– 2554	
	1. 1	63.4	**70**	**82.5**	**85**	**1.1.2**	– 2553	
	3. (. . .)	74.7	74.7	85	85			
							2554	
	4. (. . .)	67.8	57.22	NA	70		-	
	8. (.)	-	-	-	80		– 2553	

2

		51	52	53	54		/	(0)	(S)
2.	1. ( )	-	9	3	3	2.1.1			
	2. ( )	-	-	50	60	2.1.2			
	3.	-	-	-	50	2.1.3			
	4. (.)	-	-	-	3	2.1.4			
						2.1.5			

3

							/	(0)	(S)
		51	52	53	54				
3.1	1. ( )	-	1	1	3	3.1.1	–		
	2. (.)	-	-	-	70		–		
	4. ( )	-	-	-	3		–		
	5. ( )	-	-	-	70		–		
	3. / / (.)	-	-	-	70	3.1.2			

4

							/	(0)	(S)
		51	52	53	54				
4.1 –	1. ( )	-	-	75	75	4.1.1	2554		
	2. - ( )	-	-	80	80		5 2553		
	3. ( )	-	-	80	80		**2553**		
4.2 –	4. ( )	-	-	75	75	4.2.1			
	5. ( )	-	-	-	75				

5

		51	52	53	54		/	(0)	(S)
5.	1. (./ .)	2.13	≥2.13	≥2.13	≥2.13	5.1.1 ( )	-		
	2.	4.4	4.4	4.4	4.4	5.1.2 – ( )	– 2553		
	3.	-	-	-	3		– 2553		
	4.	-	-	-	2.2		-		
	5. (. . .)	-	-	-	3.86	5.1.3 / ( )	. . 2554 – –		
	6.	-	-	NA	5	5.1.4	-		

		I
1.	18	10
2.	9	1
3.	5	2
4.	7	4
5.	9	5
	48	**22**

. .2554 –

1

			2554	1	2	3	4	5
1.1 1 (. . . / .)	1 1) 2) ( )	(1 /) X 100	85	75	80	85	90	95
1.2 (. . .)	1) 2) ( )	(/) X 100	75	65	70	75	802	85
1.3 (. . .)	. .2554 2 1) / 2)	(+)/2	4	1	2	3	4	5

			2554	1	2	3	4	5
1.4 (. . .)	2/2553 1/2554	(2/2553 + 1/2554)/2	80	70	75	80	85	90
1.5 (./ . . .)	2/2553 1/2554	(2/2553 + 1/2554) / 2	80	70	75	80	85	90
1.6 (. . .)		(/) X 100	75	65	70	75	80	85
1.7 (. . .)	. .2554	. .2554	3	1	2	3	4	5
1.8 / / (. . .)	3 1) 2) 3)	/ /	**3.79**	**0-1**	**1.01 - 1.99**	**3.01 - 3.99**	**4.00 - 4.99**	**5**

			2554					
1.9	2554	(/)X 100	**70**	**60**	**65**	**70**	**75**	**80**
1.10		:	**26:74**	**20:80**	**25:75**	**26:74**	**30:70**	**25:65**
1.11	**Internet** . .2554	(/) X 100	85	75	80	85	90	95
1.12 **(**. . .)	. .2554	(/) X 100	75	65	70	75	80	85
1.13 (. . .)	(. + . + .)	(/) X 100	3	1	2	3	4	5
1.14 (. . .)		(/) X 100	10	0	5	10	15	20
1.15 (. . .)		(/) X 100	2	1	2	3	4	5

			2554					
1.16 (. . .)	. .2554 ( )	(/) X 100	5	1	2	3	4	5
1.17 Visiting Professor/ / / (. . .)	/	(/) X 100	5	1	2	3	4	5
1.18 (. . .)	/ (10)	(/) X 100	5	1	2	3	4	5

2

			2554	1	2	3	4	5
2.1 ( )	. .2554		**3**	**1**	**2**	**3**	**4**	**5**
22 **(**)	. .2554	(**/**) X 100	60	50	55	60	65	70
2.3	. .2554	(**/**) X 100	50	40	45	50	55	60
2.4 (Citation) Refereed journal (. . .) (. . .)	(Citation) **(refereed journal)** . .2554	((Citation) refereed journal /) X 100	3.45	1	2	3	4	5

			2554	1	2	3	4	5
2.5		1. 7 2. 3. 5.	5	1	2	3	4	5
2.6. (.)	. . 25547	(/) X 100	10	0	5	10	15	20
2.7 (. . .)	. .2554	(/ . . 2554) X 100	50	10	20	30	40	50

			2554	1	2	3	4	5
2.8 / (. . .)		(/ . .2554) X 100 (3)	10	0	5	10	15	20
2.9 / / (. . .)		(/)X 100	34.48	10	20	30	40	50

3

			2554					
				1	2	3	4	5
3.1 ( )			3	1	2	3	4	5
3.2 ( )		(/) X 100	70	60	65	70	75	80
3.3 (.)	.2554 .	(/) X 100	70	60	65	70	75	80

			2554	1	2	3	4	5
3.4 (. . .)		1. 10 2. 10 3. 10 4. 5 5. 5						
3.5 / / (.)	/ /	/ /	70	60	65	70	75	80

4

			2554	1	2	3	4	5
4.1 ( )		(/) X 100	75	65	70	75	80	85
4.2 - ( )	- 	- 	80	70	75	80	85	90
4.3 ( )		(/) X 100	80	70	75	80	85	90
4.4 (. . .)	( )	1. 2. 3. 4. 5. 3.51 5	5	1	2	3	4	5

			2554	1	2	3	4	5
4.5 ( )		1. (PDCA) 2. 80 3. 4. 5.	3	1	2	3	4	5
4.6 ( )		(/) X 100	75	65	70	75	80	85
4.7 ( )			75	65	70	75	80	85

5

			2554	1	2	3	4	5
5.1 (/.)	. .2553	. .2553	≥2.13	≥2.11	≥2.12	≥2.13	≥2.14	≥2.15
5.2	. .2554	. .2554	4.4	4.2	4.3	4.4	4.5	4.6
5.3 ( ) (. . .)	/	1. 2. **3.** 4. 3 5. 6.	3	1	2	3	4	5

			2554	1	2	3	4	5
5.4 (. . .)		1. 2. 1 3. ( ) 4. (3) 5. / / /	2.2	2.0	2.1	2.2	2.3	2.4
5.5 (. . .)	. .2554 **2554** . . . /	. .2554	3.86	3.66	3.76	3.86	3.96	4.06

			2554	1	2	3	4	5
5.6 (. . .)		**1.** . .2554 4 . .2553 2.(2.1) (2.2) 3. 4. 5. / . .2555	5	1	2	3	4	5

			2554	1	2	3	4	5
5.7 (. . .)	. .2554	(/) X 100	40	10	20	30	40	50
5.8 (. . .)		1. 2. ( ) 3. / 1 2 4. 5. 3.51	5	1	2	3	4	5
5.9 (. . .)		1. 2. 2 3. ( ) 4. 5. 3.51 5	5	1	2	3	4	5

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(9 2554)

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2554